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| <b>Search Notes</b><br><br> | <b>Application/Control No.</b><br><br>10589149 | <b>Applicant(s)/Patent Under Reexamination</b><br><br>RAMASWAMY ET AL. |
|  | <b>Examiner</b><br><br>PATRICK A RYAN          | <b>Art Unit</b><br><br>2427  |

| SEARCHED |   |          |          |
|----------|---|----------|----------|
| Class    | Subclass  | Date     | Examiner |
| 725      | 9,14 (With key words, see Search History)         | 6/4/2009 | PAR      |
| 725      | 86,87,91,103 (With key words, see Search History) | 6/4/2009 | PAR      |

| SEARCH NOTES   |            |          |
|--|------------|----------|
| Search Notes   | Date       | Examiner |
| EAST SEARCH: US-PGPUB, USPAT, USOCR, FPRS, EPO, JPO, DERWENT, IBM, TDB                   | 6/4/2009   | PAR      |
| INVENTOR SEARCH: RAMASWAMY-ARUN, WRIGHT-DAVID-HOWELL, FEINIGER-WILLIAM-A (EAST and eDAN) | 6/4/2009   | PAR      |
| ASSIGNMENT SEARCH: NEILSEN MEDIA RESEARCH  | 6/4/2009   | PAR      |
| UPDATE SEARCH  | 12/31/2009 | PAR      |

| INTERFERENCE SEARCH |          |      |          |
|---------------------|----------|------|----------|
| Class               | Subclass | Date | Examiner |
|                     |          |      |          |

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